Applications are invited from suitably qualified candidates for the following position:

Graphic Designer (Professional 4)
Communications and Marketing Department
Fixed Term contract up to 9 months

Dublin City University

Dublin City University (DCU) is a leading innovative European University. It is proud to be one of the world's leading Young Universities and is among the world's top 2% globally. DCU is known as Ireland's University of Impact, with a mission to 'transform lives and societies' and focuses on addressing global challenges in collaboration with key national and international partners and stakeholders.

DCU has over 20,000 students in five faculties spread across three academic campuses in the Glasnevin-Drumcondra area of North Dublin. Thanks to its innovative approach to teaching and learning, the University offers a 'transformative student experience' that helps to develop highly sought-after graduates. DCU is currently No. 1 in Ireland for Graduate Employment Rate, and for graduate income (CSO).

DCU is a research-intensive University and is home to a number of SFI-funded Research Centres. The University participates in a range of European and international research partnerships. DCU is also the leading Irish university in the area of technology transfer as reflected by licensing of intellectual property.

As a 'People First' institution, DCU is committed to Equality, Diversity and Inclusion - a university that helps staff and students to thrive. The University is a leader in terms of its work to increase access to education and is placed in the world's Top 10 for reducing inequalities in the Times Higher Education Impact Rankings.

Overview of the department

The University's Communications and Marketing Department uses its expertise to help DCU tell its story, showing its value and impact on lives and society. It manages all aspects of the reputation of DCU, at a corporate level and through its support of faculties, schools and academics. It comprises a number of strategically focussed teams including Digital Communications, PR/Communications, Marketing and University Events.

It is responsible for DCU's digital communications, media relations, public relations, external and internal communications, marketing, media training, event management and crisis & risk management

for the university. It is also responsible for the planning, delivery and support of a wide range of high quality, professional in person and online university events.

It manages the DCU brand and its positioning, all of its central advertising and marketing campaigns, web content, graphic design, videography/photography, and supports individual faculties and units in delivering effective marketing and advertising promotional campaigns and materials.

Role Profile

Reporting to the Head of Marketing, the Graphic Designer will be a motivated self-starter, with primary accountability for the implementation of the University's graphic design activities across offline, digital, and social media platforms. In doing so, they will actively liaise with the Head of Marketing and all members of the University's Communications and Marketing Department, Student Recruitment team, faculties, schools, and units, contracted advertising and media buying agencies, and third party designers.

A project to refresh the University's brand identity is nearing completion and this demanding and varied role will be central to the implementation of a refreshed brand identity for DCU. This requires a dedicated and responsible individual with proven graphic design and multimedia skills, excellent attention to detail, along with exemplary creative design skills, strong customer service, interpersonal and organisational skills, and the ability to project manage, multi-task and prioritise work effectively.

Duties and Responsibilities

Please refer to the job description for a list of duties and responsibilities associated with this role.

Qualifications and Experience

Essential Criteria

- Candidates must have a primary degree in Visual Communications or Graphic Design, Animation or an equivalent (NFQ level 7) qualification.
- A minimum of 5+ years graphic design and multimedia experience with the ability to provide evidence of both.
- A strong portfolio which demonstrates comprehension of both design and animation
- Expert skills in Adobe Suite: After Effects, Premiere, Animate, Flash, Audition, Photoshop and Illustrator.
- Experience with motion graphics and a variety of 3rd party motion graphic plugins
- Strong creative thinking, exhibiting a range of varied styles and techniques.
- Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology.

In addition to the above, candidates will ideally possess the following:

- Experience creating HTML5 web banner ads.
- An interest in or/ comprehension of Drupal CMS
- Strong presentation and communication skills - both verbal and written
- Excellent attention to detail and the ability to make sound judgements/decisions.
- Strong creative flair and the ability to create and evaluate various creative outputs.
- Strong social skills, and the ability to build and manage relationships with colleagues within the department and the broader University environment.
- Be a solution-oriented team player.

- Flexibility - due to the nature of communications and marketing, the post holder may be required on occasion to work out of hours.

Salary Scale:

Professional 4 - €39,156 - €58,143

Appointment will be commensurate with qualifications and experience and in line with current Government pay policy.

Closing date: *Monday, March 27th 2023*

For more information on DCU and benefits, please visit Why work at DCU?

Informal Enquiries in relation to this role should be directed to:
Ms. Deirdre Wynter, Head of Marketing, Dublin City University. Email: deirdre.wynter@dcu.ie

Application Procedure:

Application forms are available from the DCU Current Vacancies website at
https://www.dcu.ie/hr/vacancies-current-vacancies-external-applicants

Applications should be submitted by e-mail with your completed application form to
hr.applications@dcu.ie

Please clearly state the role that you are applying for in your application and email subject line: #ST1841 Graphic Designer

Dublin City University is an equal opportunities employer.

In line with the Employment Equality Acts 1998 – 2015, the University is committed to equality of treatment for all those who engage with its recruitment, selection and appointment processes.

The University's Athena SWAN Bronze Award signifies the University's commitment to promoting gender equality and addressing any gender pay gaps. Information on a range of university policies aimed at creating a supportive and flexible work environment are available in the DCU Policy Starter Packs